

AMENDMENTS TO THE SPECIFICATION

Please revise the paragraph beginning at page 11, line 3, as follows:

By tracking product interest activity of customers within an associate-based community, the merchant web site 130 may generate and display lists of the recommended products, such as best selling book titles, to members of the associate-based community and possibly other customers. One method that may be used to identify best-selling or popular titles involves monitoring the “velocity” of each product (the rate at which the product moves up a bestsellers list) or the “acceleration” of each product (the rate at which the velocity is changing, or at which sales of the product are increasing over time). In addition, the merchant web site 130 may track products that have become unusually popular within their respective ~~communities~~ communities, referred to as “hotsellers.” One such method that may be used to identify the hotsellers (or for generating community recommendations in general) involves applying an algorithm referred to as the censored chi-square recommendation algorithm to the purchase or other history data of users. The censored chi-square recommendation algorithm is one ~~One~~ example of an algorithm that may be used to identify popular products or other items within a community, and is described in the attached appendix, which forms part of the disclosure of the specification.

On page 25, after line 26 (i.e., at the bottom of the page), please insert the following new paragraph:

As mentioned above, the censored chi-square recommendation algorithm described in the attached appendix may be used to identify the most popular products in the community. When such an algorithm is used, the products identified in block 860 are those whose popularity levels are significantly higher in the community than in the general user population.